

Health Care Quality and Cost Council Committee Report

Committee Name: Communications and Transparency

Committee Chair: David Friedman

Date: January 21, 2009

1. Status of items referred to the Committee by the Council
2. Committee recommendations to the Council

The committee has reviewed and recommends the following changes to My Health Care Options within the available budget:

Website Installer to automate the current manual process of posting new versions of the website. This automated version will not require site down time to post changes.	\$2,400
Basic usage reports to automate a current staff intensive manual compilation of web site use.	\$2,800
Make Show Details more prominent to ensure users are not missing important data	\$1,000
Make the Back to Search more visible to reduce a navigational problem	\$300
Add the Statistical Significance on the Detail page of the report	\$2,400
Content revisions	\$700
Search Engine Optimization Light to help build awareness and site usage	\$6,000
User feedback Light to obtain necessary feedback from consumers	\$1,000
TOTAL	\$16,600

3. Committee accomplishments

The committee reviewed the Analytic Consultant responses to the RFR and recommended the Massachusetts Health Quality Partners, based on the responsiveness and the firm's experience and expertise.

4. Progress on meeting FY08 Council recommendations

The committee successfully guided the creation and launch of the consumer website that displays comparative measures of hospital quality and cost information.

5. Next Steps

- 1) Recommend post launch website enhancements, based on feedback and observations.
- 2) Guide the new analytic consulting engagement to review existing quality and cost measures, develop an inventory of additional measures, and review the final recommendations report.